ABSTRACT

A system to determine preference information in which preference information associated with a consumer is determined, the preference

5   information is validated, and the preference information is mixed with preference information associated with a plurality of consumers based on the validating step. The validating step may includes provision of trade-off questions to the consumer, reception of actual answers to the trade-off questions, prediction of consumer answers to the trade-off questions based on the preference

10   information associated with the consumer and prediction of subgroup answers to the trade-off questions based on the preference information associated with the plurality of consumers. Moreover, the preference information may be mixed with the preference information associated with the plurality of consumers based on the actual answers, the predicted consumer answers and the predicted subgroup

15   answers.